wvbr fm 93.5 am 640

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WYBC-FM
242-A Yale Station
New Haven, Connecticut

Dear Sirs:

Radio Station WVBR is reorganizing its news department. We have an idea that is not new but good, never the less. In 1961 you recieved the following letter from us.

" At virtually every previous Ivy Network Convention, the suggestion has been made that the eight stations set up some sort of actual network operation, with programs exchanged on a regular basis, each station responsible for the production and distribution of a specific program. Although there was general agreement that this would be a very good thing, no station was willing to take on the task of producing and distributing a program for network use on a regular basis. And so the idea of a real "Ivy Network" has never been developed.

There is an area where such close cooperation between stations is possible and yet where there is not so much technical and programming difficulty. This is the field of special eventscoverage. All our stations normally cover highly important events, frequently with remote pick-ups. I see no reason why we can not set up an Ivy News Network to integrate our preparations in this area. When an important event occurs in one of our areas, it would certainly be advantageous and not too difficult to provide coverage to all the other stations. This could be readily be done via telephone or, when time permits, tape.

A system like this can be set up within the present Ivy Network. However, it will require close cooperation to coordinate our activities in this area. I would greatly appreciate your views and suggestions on this idea. If this does materialize, it could be quite a boost for both Ivy and our individual stations. "

This was a good idea then and a better idea now. New York and Philadelphia have coverage by mass news media but cities like Ithaca and Hanover do not have this coverage. Thusly, Cornell and Dartmouth would be able to add to coverage from remote areas and Columbia and Pennsylvania would be able to add a personal touch to big city news coverage.

WVBR is prepared to operate out of Ithaca.

I'd like to hear your thoughts on this. Thank you for your cooperation.

Sincerely yours,

Ian Philip Spier

Ian Philip Spier, News Director
Radio Station WVBR
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